

**Project Design Phase
Proposed Solution Template**

Date	15 February 2025
Team ID	LTVIP2025TMID52053
Project Name	Strategic product placement analysis
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

EV Analytics Project Overview Table

S.No.	Parameter	Details
1	Problem Statement	Lack of structured insights into how strategic product placements influence consumer behavior, brand recall, and ROI across media and retail channels.
2	Solution Description	A data-driven dashboard built using visualization tools (e.g., Tableau or Power BI) that analyzes product placement strategies across media types, regions, and brand categories. It integrates survey data, placement logs, and engagement metrics to uncover trends and effectiveness.
3	Innovation & Uniqueness	Combines multi-source datasets (retail, digital, broadcast), emotional impact scoring, and placement classification. Offers interactive storytelling, brand comparison, and predictive insights into placement success.
4	Social Impact / End-User Value	Helps marketers, advertisers, and researchers understand the psychology of product placement. Enables ethical and effective brand integration strategies. Enhances consumer awareness and media literacy.
5	Business / Revenue Model	Freemium access for academic and public users; premium tiers for marketing agencies, media planners, and brand strategists. Advanced modules include ROI forecasting, placement simulation, and competitor benchmarking.
6	Scalability & Expansion Potential	Architecture supports expansion to new industries (e.g., gaming, influencer marketing), global media datasets, and integration with real-time engagement APIs. Can evolve into a full-fledged media analytics platform.

